

## ORDER



KSNV

<b>Orders</b>	<b>Order / Rev:</b>	<b>108354</b>
	Alt Order #:	06868702
	Product Desc:	CONKLIN FOR NV ST
	Estimate:	
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	10/29/12 / 10/29/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>GMMB, Inc./ Washington D.C.</b>
	Buying Contact:	
	Billing Contact:	
		Washington Harbor
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Conklin for Nevada State Assembly
	Demographic:	A35+
	Product Codes:	PLC10
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
Order Separation: 00:05:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	15	\$8,875.00	\$7,543.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	15	\$8,875.00	\$7,543.75	0.00
<b>Totals</b>	<b>15</b>	<b>\$8,875.00</b>	<b>\$7,543.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	25%	\$8,875.00
Market	100%	\$35,500.00

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$10,650.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$8,875.00
KTUD	1%	\$355.00
KVVU	14%	\$4,970.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$1,775.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/02/12	Today Show Today Show	CM	658a-9am	- TWTF - -	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		4				\$900.00		0.00			

Order / Rev: 108354  
 Alt Order #: 06868702  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Conklin for Nevada State Assembly  
 Product Desc: CONKLIN FOR NV ST  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/02/12	Today Show Today Show	CM	658a-9am	- TWTF - -	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$900.00		0.00						
E 2	KSNV	11/05/12	11/05/12	Today Show Today Show	CM	658a-9am	M- - - - -	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	1		\$900.00		0.00						
E 3	KSNV	11/06/12	11/06/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	- T- - - - -	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	- T- - - - -	1		\$425.00		0.00						
E 4	KSNV	10/30/12	11/02/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	- TWTF - -	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$425.00		0.00						
E 9	KSNV	10/30/12	11/02/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	- TWTF - -	:30	4	\$450.00	2	0.00	NM	4	\$1,800.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$450.00		0.00						
E 10	KSNV	11/05/12	11/05/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	M- - - - -	:30	1	\$450.00	2	0.00	NM	1	\$450.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	1		\$450.00		0.00						
													Totals	15	\$8,875.00